

In the Specification Text:

Please amend the paragraph beginning on page 12 at line 10 to read as follows:

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*A1  
cancel.*

--Figure 1 illustrates one embodiment of the architecture of an information retrieval system in which the invention may be implemented. In this embodiment, multiple clients systems 10 communicate with a modem pool 12 by means of direct-dial, bi-directional data connections 14, which may be conventional telephone lines, ISDN connections, connections supported by cable television providers, or any other suitable communications channel. Modem pool 12 may be any conventional modem pool, such as those that are currently used for providing access to the Internet and other wide area networks. For example, modem pool 14 may be provided by a local ISP. Thus, modem pool 12 may be coupled to a number of server computers, such as remote servers 16, via a conventional network infrastructure, which may be Internet infrastructure 18.--

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Please amend the paragraph beginning on page 13 at line 11 to read as follows:

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*A2  
cancel.*

--Figure 2 depicts selected elements of one embodiment of a client system that may be used to implement portions of the invention. Client system 10 uses hardware and computer-executable instructions for providing the user with a graphical user interface, by which the user can access Internet resources, send and receive e-mail, and optionally receive other information services. Operation of client system 10 is controlled by a central processing unit (CPU) 26, which is coupled to an application-specific integrated circuit (ASIC) 28. CPU 26 executes computer-executable instructions designed to implement features of client system 10, including some of the steps of methods of the present invention. ASIC 28 contains circuitry which is used to implement certain functions of client system 10. For example, ASIC 28 may be coupled to an audio digital-to-analog converter 30 and to a video encoder 32, which provide audio and video output, respectively, to display device 20 of Figure 1.--

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Please amend the paragraph beginning on page 13 at line 23 to read as follows:

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*A3  
cancel.*

--Client system 10 may further include an IR interface 34 for detecting infrared signals transmitted by a remote control input device, such as a hand-held device or a wireless keyboard. In response to the infrared signals, IR interface 34 provides corresponding electrical signals to ASIC 28. Alternatively, the signals transmitted by the remote control device may be selected from another suitable region of the spectrum. A standard telephone modem 36 and an ISDN modem 38 are coupled to ASIC 28 to provide connections to modem pool 12 and, via the Internet 18, to remote servers 16. While the client system illustrated in Figure 2 includes both a telephone modem and an ISDN modem, either one of these devices is sufficient to support the communications of the client system. Furthermore, in other embodiments, modems 36 and 38 may be supplemented or replaced with cable modem 40 or another suitable communications device. In other environments, communication may instead be established using a token-ring or Ethernet connection.--

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Please amend the paragraph beginning on page 15 at line 5 to read as follows:

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--In one embodiment of the invention, client system 10 is a WEBTV® client box manufactured by WebTV Networks, Inc. of Palo Alto, California. One reason that WEBTV® client boxes may be conveniently used with the invention is that they include television interface features that combine Internet browsing with television viewing. For example, the display device that is typically used to graphically display Web resources retrieved by a WEBTV® system is a conventional television. Furthermore, WEBTV® client boxes may be adapted to monitor television viewing habits as further disclosed herein. Alternatively, client system 10 may be any of a variety of systems for providing access to the Internet or other information retrieval systems. When a WEBTV® client box is used as client system 10, the network architecture illustrated in Figure 1 may further include a dedicated server 50, which is dedicated to providing information specifically to WEBTV® clients boxes.--

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Please amend the paragraph beginning on page 17 at line 10 to read as follows:

*A5  
cancel.*

--Client system 10 provides Internet access to the user by means of an Internet browser 56, which may be any conventional or other Internet browser that is adapted or otherwise capable of transmitting information included in user profile 54 as further described herein. For example, when client system 10 is a WEBTV® (combined Internet browsing and television viewing) client box, Internet browser 56 is the Internet browser typically included in WEBTV® client boxes, with the browser being adapted to transmit user profile information. The Internet browser 54 included in client system 10 is one example of means for requesting an information document from a server computer.--

Please amend the paragraph beginning on page 17 at line 18 to read as follows:

*A6  
cancel.*

--A user enters commands to client system using input device 58, thereby requesting an information document from remote server 16. When client system 10 is a WEBTV® (combined Internet browsing and television viewing) client box, input device 58 may be a handheld remote control device or a wireless keyboard that allows the user to select and retrieve desired Internet resources. Alternatively, the input device may be a keyboard, a mouse, or another device that is conventionally used to provide user input to an Internet browser. It is noted that a user may access the Internet by means of the Internet browser 56 at any time after having viewed television programming on display device 20. For example, the user may interrupt television viewing to access the Internet or, alternatively, may access the Internet some time after having stopped watching television programming.--

Please amend the paragraph beginning on page 20 at line 3 to read as follows:

*A7  
cancel.*

--Figure 3B illustrates an embodiment of the invention wherein advertisement selection and insertion are conducted at the level of the Internet service provider. Television programming is viewed by the user and a user profile 154 is compiled at client system 110 in much the same way as described herein in reference to Figure 3A. When a user requests an information document from a remote server according to this embodiment, the URL is transmitted to the